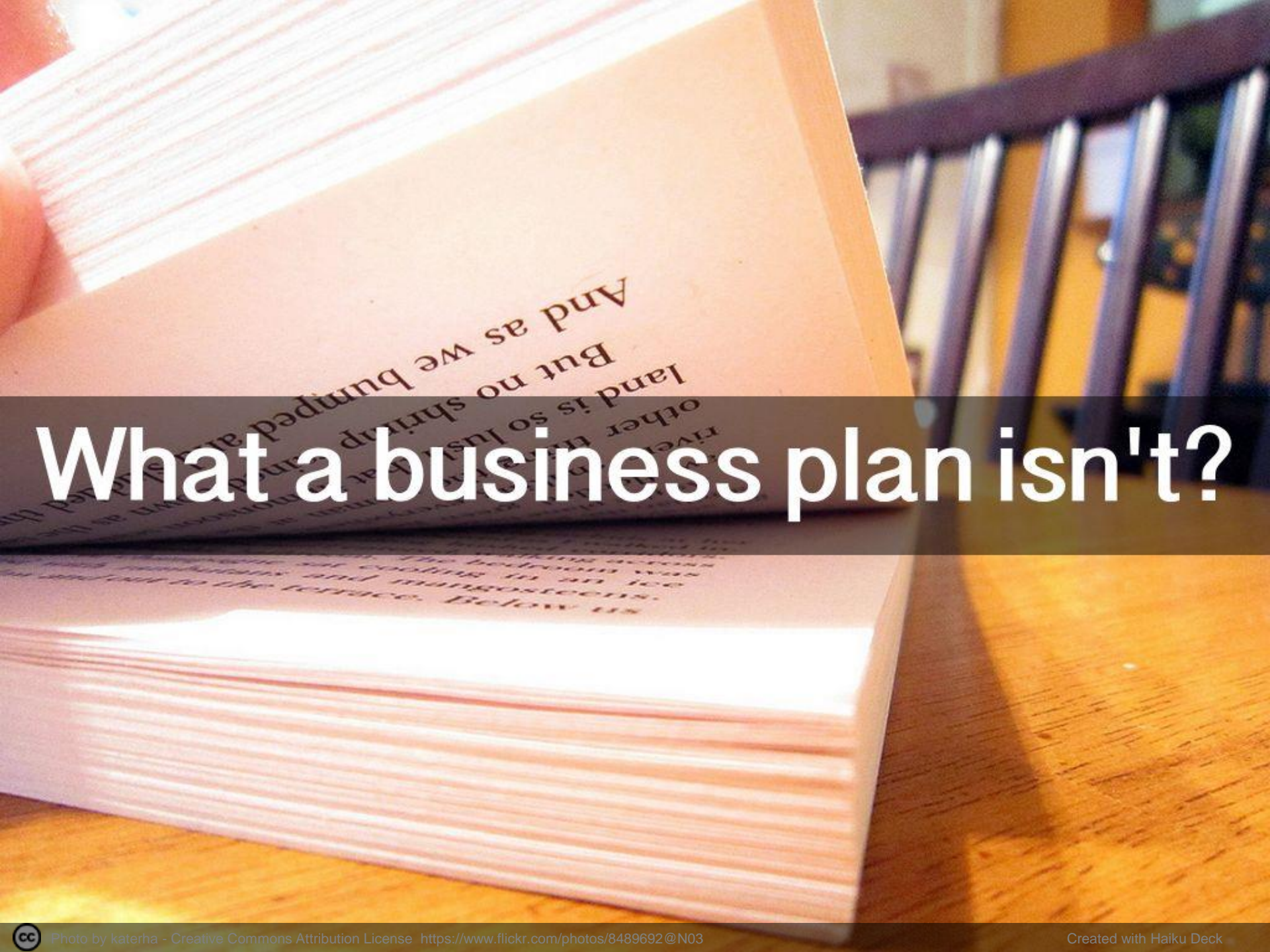


IDEATION TO IMPLEMENTATION:

ADVENTURES IN BUSINESS PLANNING



What a business plan isn't?

A topographic map of a region in Hungary, featuring brown contour lines indicating elevation. A yellow line with black dots and red triangular markers traces a path through the terrain, passing near locations like Jókai-Úrca, Kertész, Hamuház, Hübertlak, Porva, Borzavár, Pálhálas, Tündérmajor, Zirc, Bakonybél, and Régi Kisvasút P. The map includes various road numbers in boxes (e.g., 93, 85, 73, 81, 77, 62, 59, 54b, 72, 11, 18, 6, 67M, 32, 71, 48, 52, 55, 91, 17, 63, 57, 13, 92, 19, 43, 95, 3, 84, 89, 44, 39, 71, 46) and place names. A semi-transparent grey box with a black border is centered over the map, containing the text 'WHAT IS A BUSINESS PLAN?' and 'AN ACTIONABLE ROAD MAP.' in white, bold, sans-serif font.

WHAT IS A BUSINESS PLAN?

AN ACTIONABLE ROAD MAP.

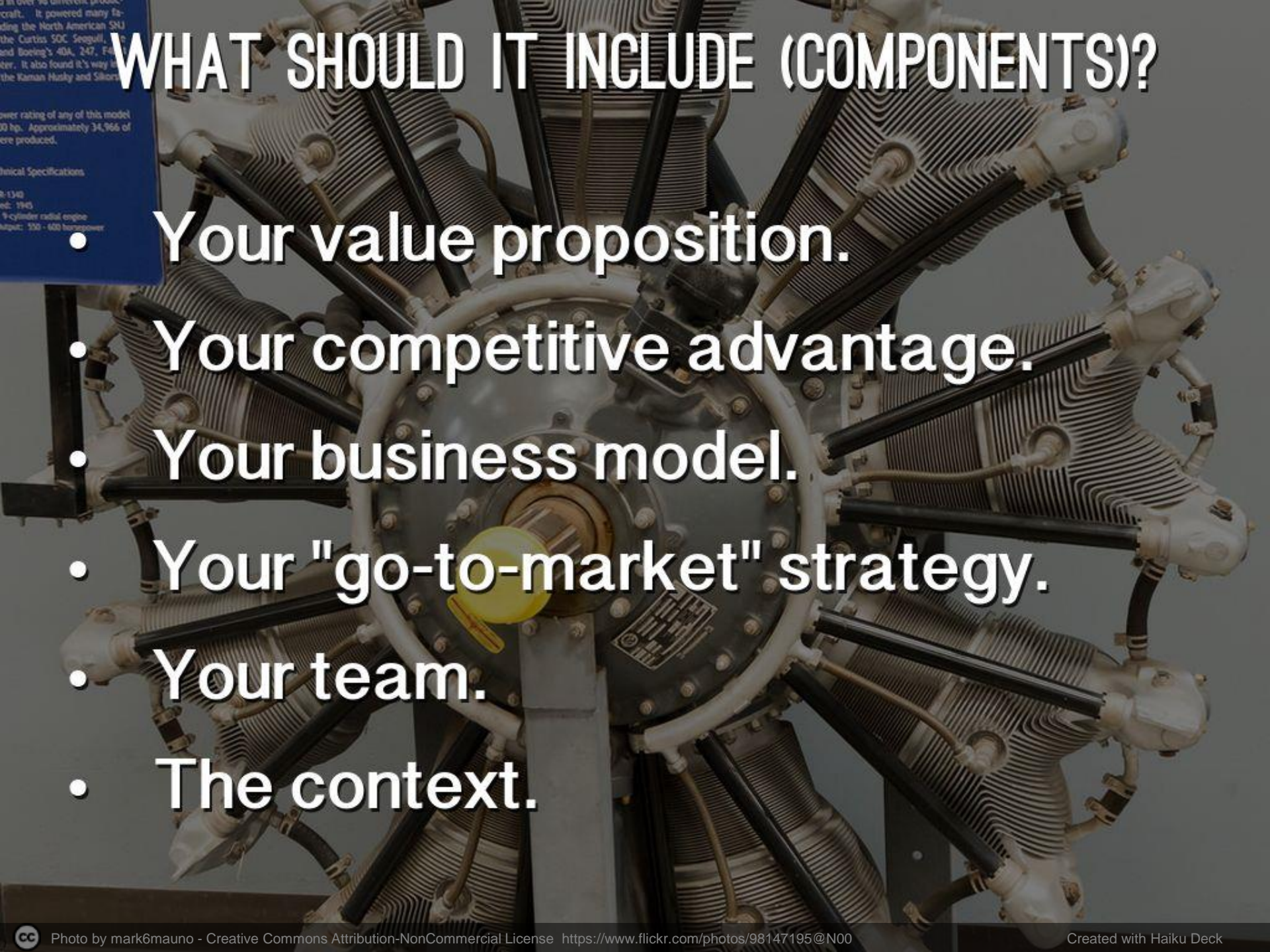


WHO'S IT FOR?

1. You (as an executive / manager)

2. Employees

3. Stakeholders



WHAT SHOULD IT INCLUDE (COMPONENTS)?

- Your value proposition.
- Your competitive advantage.
- Your business model.
- Your "go-to-market" strategy.
- Your team.
- The context.

A photograph of a shelf with several binders and a green plant in the background. The binders are arranged in a row, with some having white labels. The text "WHAT YOU SHOULDN'T DO WITH IT." is overlaid in white, bold, sans-serif font on a dark horizontal band across the middle of the image.

WHAT YOU SHOULDN'T DO WITH IT.

WHAT YOU SHOULD DO WITH IT.

- Share it.
- Ask for feedback.
- Make it authentic.
- Make it your playbook.

PAUSE FOR CONTEXT

- Highly regulated.
- Limited # of primary customers.
- Shrinking resources.

A close-up photograph of a green frog sitting in a pond. The water is covered with a dense layer of small, bright green duckweed plants. The frog is partially submerged, with its head and back visible above the water. The background is a soft-focus view of more duckweed and some green leaves.

TWO CHOICES

STAGNATE OR INNOVATE

HOW TO INNOVATE

- Stop blaming others.
- Look for convergence.
- Look for new business models.
- Ask yourself "why?"
- Build a great team.



CONSTANT ITERATION & EXPERIMENTATION



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